

Message Text

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53

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

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R 191246Z SEP 75

FM AMCONSUL ISTANBUL

TO USDOC WASHDC

INFO SECSTATE WASHDC 6479

AMEMBASSY ANKARA

UNCLAS ISTANBUL 3080

E.O. 11652: N/A

TAGS: BEXP, TU

SUBJ: WTDR/FTI OTOSAN OTOMOBIL SANAYII A.S.

REF: USDOC 13525

1. TURKEY 2. CNTRY CODE:489 3. SER NO: 0015300

4. OTOSAN OTOMOBIL SANAYII A.S.

4A. CODE: K 4B. CODE: C

5. PO BOX 102, KADIKOY, ISTANBUL

6. ANKARA ASFALTI, UZUNCAYIR, ISTANBUL

7. ESTABL: 1959 8. EMPL: 2500

9. SIZE (18-X) VERY LARGE 10. REPUTATION: (22-X) EXCELLENT

11. SELLS THROUGHOUT TURKEY

12. RPT DATE: 09/75

13A. 37111/0 MFR. PASSENGER CARS, STATION WAGONS

13B. 37112/0 MFR. TRUCKS, MINIBUSES, COMMERCIAL CARS

13C. 37113/0 MFR. BUSES

13D. 37141/5 IMP. COMPONENT PARTS

14. CONTACT: ERDOGAN GONUL TITLE: GENERAL MANAGER

15. CABLE: OTOSANAYI-ISTANBUL 16. TELEX: 23600 OTSN-TR

17. TEL: 370505 & 376671

18. FINANCIAL REFS: TURKIYE IS BANKASI AND OTHERS. ISTANBUL, TURKEY.

19. TRADE REFS: FORD MOTOR CO., DEARBORN, MICHIGAN.

20. FOREIGN FIRMS REPRESENTED: FORD MOTOR CO., AUTOMOTIVE DIVISION,

DEARBORN, MICHIGAN FOR TRUCKS AND MINIBUSES, ACQUIRED 1945; SHELTER-GLOBE, 1200 E KIBBY, LIMA, OHIO 45802 FOR BUS BODIES, ACQUIRED 1964;

RELIANT MOTOR CO., TAMWORTH, STAFFORDSHIRE, ENGLAND FOR FIBERGLASS

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TECHNOLOGY, ACQUIRED 1965.

21. THIS FIRM IS ONE OF THE LEADING COMPANIES IN THE KOC HOLDING GROUP. THE FIRM MANUFACTURES MOTOR VEHICLES IN A MODERN 35,341 SQ M. PLANT ON THE OUTSKIRTS OF ISTANBUL. FIRM'S CAPITAL REPORTED AT TL 90 MILLION AND ANNUAL SALES AT TL 1.3 BILLION. PRODUCTION IN 1974 TOTALLED 16,600 UNITS - 9600 ANADOL LINE (2 & 4 DOOR AUTOMOBILES, STATION-WAGONS AND PICK-UP TRUCKS WITH FIBERGLASS BODIES), 3200 FORD TRUCKS AND 3800 FORD MINIBUSES. 73 PERCENT OF THE COMPONENT PARTS FOR PASSENGER CARS AND 65 PERCENT FOR COMMERCIAL VEHICLES ARE PRODUCED LOCALLY. THE REMAINING ESSENTIAL COMPONENTS, PRIMARILY DRIVE TRAINS, ARE IMPORTED. PRODUCTS ARE SOLD THROUGH A NETWORK OF DEALERS AFFILIATED WITH KOC ORGANIZATION. OTOSAN IS WELL AND EFFICIENTLY MANAGED. MR VEHBI KOC, FOUNDER OF KOC HOLDING, IS ONE OF THE BEST KNOWN AND WEALTHIEST BUSINESSMEN IN TURKEY. HE IS WELL KNOWN IN TURKISH, EUROPEAN AND AMERICAN BUSINESS CIRCLES. FIRM ENJOYS A VERY FAVORABLE REPUTATION IN THE COMMERCIAL AND BANKING COMMUNITY. HIGHLY RECOMMENDED AS A TRADE CONTACT.

22. PREPARED BY: N. AVNI APPROVED BY: R.W. BECKHAM
AT: US CONSULATE GENERAL, ISTANBUL.
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